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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicant(s): **Donald F. Gordon et al.**
Case: **DIVA/308** Group Art Unit: **3623**
Serial No.: **09/737,841** Filed: **December 14, 2000**
Examiner: **Jeanty, Romain**
Title: **METHOD AND APPARATUS FOR COLLECTING AND
REPORTING CONSUMER TREND DATA IN AN INFORMATION
AND DISTRIBUTION SYSTEM**

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REQUEST FOR CUSTOMER NUMBER ASSOCIATION

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Respectfully submitted,

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SN 09/737,841
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